

Market Profile

Downtown DSM 3 Census Tracts
191530027.00 (19153002700) et al.
Geography: Census Tract



Population Summary

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2010 Total Population	8,074
2020 Total Population	12,228
2020 Group Quarters	333
2025 Total Population	12,382
2025 Group Quarters	335
2030 Total Population	14,625
2025-2030 Annual Rate	3.39%
2025 Total Daytime Population	69,538
Workers	66,075
Residents	3,463

Household Summary

2010 Total Households	4,538
2010 Average Household Size	1.65
2020 Total Households	7,776
2020 Average Household Size	1.53
2025 Total Households	8,171
2025 Average Household Size	1.47
2030 Total Households	9,794
2030 Average Household Size	1.46
2025-2030 Annual Rate	3.69%
2025 Families	1,631
2025 Average Family Size	2.67
2030 Families	1,894
2030 Average Family Size	2.64
2025-2030 Growth Rate	3.0%

Median Household Income

2025	\$54,110
2030	\$57,203



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income

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2025	\$52,941
2030	\$56,991

2025 Households by Income

Household Income Base	8,171
<\$10,000	4.8%
\$10,000-14,999	7.2%
\$15,000-19,999	4.0%
\$20,000-24,999	4.3%
\$25,000-29,999	1.2%
\$30,000-34,999	5.7%
\$35,000-39,999	5.6%
\$40,000-44,999	7.3%
\$45,000-49,999	6.0%
\$50,000-59,999	8.7%
\$60,000-74,999	9.9%
\$75000-99999	10.3%
\$100,000-124,999	7.5%
\$125,000-149,999	6.2%
\$150000-199999	5.3%
\$200,000-249,999	1.7%
\$250,000-299,999	0.6%
\$300,000-399,999	1.1%
\$400,000-499,999	0.7%
\$500,000+	2.0%
Average Household Income	\$79,692

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	50
Percent of Income for Mortgage	42.1%
Wealth Index	41

Median Home Value

2025	\$364,246
2030	\$405,814



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value	IA(1915300270...
Total Owner Occupied Housing Units	1,142
<\$50,000	0.7%
\$50,000 - \$99,999	1.1%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	4.0%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	12.5%
\$300,000 - \$399,999	31.4%
\$400,000 - \$499,999	15.6%
\$500,000 - \$749,999	21.1%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$397,916

Housing Unit Summary

2010 Total Housing Units	5,345
Owner Occupied Housing Units	17.3%
Renter Occupied Housing Units	82.7%
Vacant Housing Units	15.1%
2020 Housing Units	8,992
Owner Occupied Housing Units	13.6%
Renter Occupied Housing Units	86.4%
Vacant Housing Units	13.5%
2025 Housing Units	9,736
Owner Occupied Housing Units	14.2%
Renter Occupied Housing Units	85.8%
Vacant Housing Units	16.1%
2030 Total Housing Units	11,449
Owner Occupied Housing Units	12.2%
Renter Occupied Housing Units	87.8%
Vacant Housing Units	14.5%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex

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Males	6,505
Females	5,877

Median Age

2010	32.4
2020	30.1
2025	31.5
2030	32.9

2025 Population by Age

Total	12,382
0 - 4	3.2%
5 - 9	2.3%
10 - 14	2.0%
15 - 24	14.8%
25 - 34	38.2%
35 - 44	14.0%
45 - 54	8.9%
55 - 64	8.1%
65 - 74	6.4%
75 - 84	2.3%
85 +	0.5%
18 +	90.8%

2025 Population 15+ by Marital Status

Total	11,446
Never Married	69.7%
Married	19.0%
Widowed	1.4%
Divorced	9.9%



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment

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Total	9,616
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	1.3%
High School Graduate	10.5%
GED/Alternative Credential	3.9%
Some College, No Degree	13.0%
Associate Degree	5.8%
Bachelor's Degree	40.5%
Graduate/Professional Degree	23.5%

2020 Population by Race/Ethnicity

Total	12,228
White Alone	68.9%
Black Alone	17.1%
American Indian Alone	0.4%
Asian Alone	4.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	2.4%
Hispanic Origin	6.2%
Diversity Index	54.9

2025 Population by Race/Ethnicity

Total	12,382
White Alone	68.1%
Black Alone	16.5%
American Indian Alone	0.4%
Asian Alone	5.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.7%
Two or More Races	7.1%
Hispanic Origin	7.1%
Diversity Index	56.7



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation

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Total	9,340
White Collar	76.1%
Management/Business/Financial	19.5%
Professional	40.0%
Sales	9.4%
Administrative Support	7.3%
Services	12.6%

2025 Employed Pop 16+ by Occupation

Total	9,340
Blue Collar	11.3%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	0.1%
Production	4.1%
Transportation/Material Moving	4.5%
White Collar	76.1%
Management/Business/Financial	19.5%
Professional	40.0%
Sales	9.4%
Administrative Support	7.3%
Services	12.6%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	9,340
Population 16+ Employed	96.8%
Population 16+ Unemployment rate	3.2%
Population 16-24 Employed	16.2%
Population 16-24 Unemployment rate	8.2%
Population 25-54 Employed	71.3%
Population 25-54 Unemployment rate	2.1%
Population 55-64 Employed	7%
Population 55-64 Unemployment rate	2.5%
Population 65+ Employed	3%
Population 65+ Unemployment rate	0.8%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	IA(1915300270...
Total	9,040
Agriculture/Mining	0.0%
Construction	4.0%
Manufacturing	6.1%
Wholesale Trade	0.9%
Retail Trade	5.5%
Transportation/Utilities	3.8%
Information	2%
Finance/Insurance/Real Estate	16.9%
Services	56.3%
Public Administration	5.0%
2025 Consumer Spending	
Apparel & Services: Total \$	\$15,310,806
Average Spent	\$1,873.80
Spending Potential Index	77
Education: Total \$	\$10,791,208
Average Spent	\$1,320.67
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$22,189,255
Average Spent	\$2,715.61
Spending Potential Index	66
Food at Home: Total \$	\$43,397,126
Average Spent	\$5,311.12
Spending Potential Index	71
Food Away from Home: Total \$	\$25,454,505
Average Spent	\$3,115.23
Spending Potential Index	75
Health Care: Total \$	\$37,646,227
Average Spent	\$4,607.30
Spending Potential Index	60
HH Furnishings & Equipment: Total \$	\$15,868,410
Average Spent	\$1,942.04
Spending Potential Index	67
Personal Care Products & Services: Total \$	\$6,333,070
Average Spent	\$775.07
Spending Potential Index	74



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2025 Consumer Spending

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Shelter: Total \$	\$159,190,223
Average Spent	\$19,482.34
Spending Potential Index	73
Support Payments/Gifts in Kind: Total \$	\$14,444,301
Average Spent	\$1,767.75
Spending Potential Index	54
Travel: Total \$	\$19,003,340
Average Spent	\$2,325.71
Spending Potential Index	64
Vehicle Maintenance & Repairs: Total \$	\$7,501,320
Average Spent	\$918.04
Spending Potential Index	68

Top Tapestry Segment

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Metro Renters (D4):

This segment is characterized by young, educated professionals in urban rentals.


[Learn more about this segment...](#)

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.